



Ninepoint Partners Case Study

Business Challenge: In late 2017, Ninepoint Partners led by co-CEOs John Wilson and James Fox, assumed portfolio management of the diversified Canadian assets of Sprott Asset Management, and embarked on a full rebranding of the business, which became Ninepoint Partners. The newly formed Ninepoint was looking to build significant media attention surrounding the rebranding, as well as to grow their presence, highlight their diverse offerings, and position their senior managers as authorities in the alternatives industry.

Strategy: Goldman Communications worked with the senior management and marketing teams at Ninepoint partners to establish a regular media presence for their spokespeople, providing detailed media training, and securing interviews with key media figures.

Tactics: Develop key messages on the rebranding, prepare a press release detailing the rebrand, build targeted media lists for all Ninepoint Partners managers, and proactive targeted media outreach to key 'tier 1' media outlets and trade publications, as well as major broadcast media.

Outcome: Through these efforts Goldman Communications was able to secure top-tier coverage for James Fox and John Wilson, as well as all Ninepoint Partners' portfolio managers. Today Ninepoint Partners is a top name in the alternative investment industry in Canada, and their senior partners and managers are regularly featured in The Globe and Mail, Reuters, Bloomberg, the Financial Post, and appear regularly on BNN Bloomberg.

About Ninepoint Partners: Ninepoint Partners is an independent investment manager committed to adding value to investors' portfolios while helping to differentiate advisors' businesses.

Based in Toronto, Ninepoint Partners has assumed portfolio management of the Canadian diversified assets of Sprott Asset Management (SAM), including actively managed hedge and mutual funds, while also offering leading resource and precious metals strategies through an exclusive sub-advisory relationship with SAM. The new firm oversees approximately \$3 billion in assets under management.